

**Economic Impact of
Missouri's Tourism
and Travel Industry:
July 2008 – June 2009
(FY09)**

Executive Summary

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EXECUTIVE SUMMARY

The central purpose of this report is to present information on travel-related economic activity in Missouri during FY09 (Fiscal Year 2009 runs from July 2008 through June 2009). For comparative purposes, charts, graphs and tables present historical data, with some going back as far as FY95. Primary sources used for this Economic Impact Report include several national and international reports which are respected nationally in the tourism industry, and information provided by two State of Missouri Departments. These sources include: TNS TravelsAmerica, TravelScope by the U.S. Travel Data Center, D.K. Shifflet and Associates, U.S. Travel Association's Impact of Travel on State Economies, Statistics Canada, U.S. Department of Commerce's Office of Travel and Tourism Industries and the Impact Analysis for Planning (IMPLAN) input-output model. The two state departments are the Missouri Department of Revenue and the Missouri Department of Employment Security. Additional information about these sources can be found in appendices "A" and "B".

MARKET ASSESSMENT

- During FY09 (July 2008 – June 2009), an estimated 19.61 million households visited Missouri. This is 5.2% lower than for FY08.
- The model-based estimate for domestic visitors to Missouri during FY09 is 36.62 million, down 6.3% from the near-record high estimate of 39.08 million for FY08. There were 32.49 million leisure visitors, accounting for 88.7% of all the domestic visitors.
- Domestic visitor days in Missouri are estimated to have totaled 100.83 million during FY09, down 6.6% from FY08.
- Domestic travelers spent an estimated \$6.27 billion while visiting Missouri during FY09, down 5.7% from the \$6.65 billion estimated for FY08.
- Expenditures by domestic household travel parties visiting Missouri during FY09 are estimated to have averaged \$319.85, down 0.5% from an estimated \$321.39 during FY08.

TOTAL IMPACT

- Direct expenditures (on-site expenditures by domestic and international visitors plus airport-related expenditures) by travelers in Missouri are estimated to have been \$7.88 billion during FY09, down 4.3% from \$8.23 billion during FY08.
- Total industrial output (the value of products produced by Missouri industries) due to travel in Missouri is estimated to have been \$12.3 billion during FY09, down 3.4% from the estimated \$12.7 billion during FY08.

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- Taxable sales from 17 tourism-related industries fell just under one percent from \$10.18 billion during FY08 to \$10.08 billion during FY09. This is the first decline between fiscal years since the data have been reported (FY95).
- The model-based estimate of state tax revenues (including state sales taxes, state income taxes and all other state taxes) due to travel in Missouri during FY09 is \$670 million, up 2.8% from the estimated \$652 million during FY08.
- Employment in tourism-related industries fell 1.9% from 293,310 during FY08 to 287,666 during FY09. As with taxable sales, this is the first estimated decline between fiscal years in the six years since we began collecting this data (FY03).

TARGETING

- TNS TravelsAmerica asks survey respondents about their ages and the education levels of their heads of households. The average respondent age for respondents reporting travel to Missouri during FY09 is 46.1, younger than the 47.5 reported for FY08. An estimated 39% of the respondents had household heads with a 4 year degree or higher during FY09, the same as during FY08.
- It is estimated that half of the households visiting Missouri during FY09 had an income of \$50,000 or more. This is the same as every other fiscal year since FY00 with the exception of FY06, when the comparable income level was \$47,500.
- The model-based estimated percentage of singles visiting Missouri during FY09 is 44%, about the same as during the previous three fiscal years. Similarly, the percentages of household travel parties consisting of couples (31%) and families (24%) were similar to those for the previous three years. The average number of household members per travel party was 1.87 during FY09, little changed from FY08 (1.89).

VISITOR PROFILE

- Visit Friends/Relatives accounted for 38.7% of all visitors to Missouri during FY09, while Other Pleasure/Personal (17.8%), Entertainment/Sightseeing (14.5%), and Business (11.0%, both General and Convention/Conference/Seminar) were other important primary purpose of stays.
- Most of Missouri's visitors during FY09 (82.2%) relied on autos as their primary mode of transportation. FY09 was the first year since FY98 that showed an increase in the percentage of visitors relying on airplanes as their primary mode of transportation, reaching 7.26% compared to 6.96% during FY08. The record high in FY98 was 16.3%.

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- TNS TravelsAmerica asks respondents to identify any of 50 activities they may have engaged in while visiting Missouri. Large percentages of visitors to Missouri during FY09 are estimated to have participated in Visiting Relatives (26.3%), Shopping (19.1%), Visiting Friends (13.7%) and Fine Dining (8.5%).
- It is estimated that 55.4% of the domestic travelers in Missouri during FY09 originated from outside Missouri. This is up from the 52.9% estimated for FY08 and is only the second increase in out-of-state travelers since FY00.
- Travel to Missouri is somewhat seasonal. While about 25% of the visitors do come during Spring and Fall, a bigger share comes in Summer (35%). The biggest difference in months during FY09 is July, with 12.8%, versus January, with 3.7%.

COMMUNICATING

- During FY09, 78.7% of Missouri travelers came from Missouri and its surrounding eight states. This is down slightly from FY08 (80.5%), but is the second highest level since data collection began (FY95).
- A record high percentage of traveling Missourians reported traveling in the state during FY09 (63.4%). Missouri also attracted large shares of travelers from Kansas (23.4%) and Arkansas (14.1%) during FY09.

REGIONS

- The Northeast and Northwest accounted for 42.7% and 25.3%, respectively, of Missouri's total taxable sales from the 17 tourism-related industries during FY09. The Southwest region was third, accounting for 15.8% of the state total.
- Similarly, the Northeast and the Northwest regions accounted for 43.0% and 24.6%, respectively, of Missouri's employment in tourism-related industries during FY09. The Southwest region was third, accounting for 14.9% of the state total.